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## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. *(previously presented)* A carrier sheet comprising:

a printed single paper sheet having a contour and having printed matter on at least a front face thereof, said printed matter containing card information printed in a card area having a contour smaller than the contour of the paper sheet, and said paper sheet having other information outside the card area,

a polyfilm patch adhered over said card area and over said card information printed thereon,

a thin flexible patch of magnet material adhesively secured on a rear face of said paper sheet and extending over said card area, said patch of magnet material having a bottom surface and a contour smaller than the contour of the paper sheet and larger than the contour of said card area,

a die-cut in said paper sheet delineating the contour of said card area and extending depth-wise through said polyfilm patch and paper sheet and only partly into said patch of magnet material, and

continuous, burstable holding means defined between the bottom of said die-cut and said bottom surface of said patch of magnet material for holding said die-cut card area in said paper sheet.

2. (canceled)

3. (original) A carrier sheet as claimed in claim 1 wherein said die-cut has an ornamental shape.

4. (original) A carrier sheet as claimed in claim 1 wherein said printed matter is a common message, said carrier sheet with said die-cut card area being personalized in a laser printing machine.

5. (canceled)

6. (original) A carrier sheet as claimed in claim 1 wherein said die-cut card is a promotional magnet card.

7. (original) A carrier sheet as claimed in claim 1 wherein said printed paper sheet is machine foldable in panels to constitute a glue fold envelope mailer containing an outer printed address panel, and an inner printed message form containing said die-cut card in a panel thereof.

8-13. (canceled)

14. *(previously presented)* A carrier sheet as claimed in claim 1 wherein said carrier sheet is a mailer of sufficient size to be foldable into at least two panels for mailing, and wherein said card area is positioned in one of said at least two panels.

15. *(previously presented)* A carrier sheet as claimed in claim 1 wherein the other information outside the card area is associated with the card information.

16. *(previously presented)* A carrier sheet comprising:

a single paper sheet having a contour and front and rear faces, said front face including a card area on said front face, said card area having a contour smaller than the contour of the paper sheet and being printable with card information, and said front face also including a printable area outside said card area,

a polyfilm patch adhered over said card area on said front face of said paper sheet,

a thin flexible patch of magnet material adhesively secured on said rear face of said paper sheet and extending over said card area, said patch of magnet material having a contour smaller than the contour of the paper sheet and larger than the contour of said card area,

a die-cut in said paper sheet delineating the contour of said card area and extending depth-wise through said polyfilm patch and paper sheet and only partly into said patch of magnet material, and

continuous, burstable holding means defined between the bottom of said die-cut and said bottom surface of said patch of magnet material for holding said die-cut card area in said paper sheet.

17. *(canceled)*

18. *(previously presented)* A carrier sheet as claimed in claim 16 wherein said die-cut has an ornamental shape.

19. *(previously presented)* A carrier sheet as claimed in claim 16 wherein said front face of said carrier sheet is printable using a laser printer.

20. *(canceled)*

21. *(previously presented)* A carrier sheet as claimed in claim 16 wherein said die-cut card is a promotional magnet card.

22. *(previously presented)* A carrier sheet as claimed in claim 16 wherein said paper sheet is machine foldable in panels to constitute a glue fold envelope mailer containing an outer printable address panel, and an inner message form containing said die-cut card in a panel thereof.

23. *(previously presented)* A carrier sheet as claimed in claim 16 wherein said paper sheet is a mailer of sufficient size to be foldable into at least two panels for mailing, and wherein said card area is positioned in one of said at least two panels.

24. *(previously presented)* A carrier sheet comprising:

a single sheet of letter-size paper having front and rear faces and being foldable into at least two panels for mailing, said front face including a card area, said card area having a contour smaller than the size of the paper sheet, being positioned in one of said at least two panels, and being printable with card information, and said front face also including a printable area outside said card area,

a polyfilm patch adhered over said card area on said front face of said paper sheet,

a thin flexible patch of magnet material adhesively secured on said rear face of said paper sheet and extending over said card area, said patch of magnet material having a contour smaller than the contour of the paper sheet and larger than the contour of said card area,

a die-cut in said paper sheet delineating the contour of said card area and extending depth-wise through said polyfilm patch and paper sheet and only partly into said patch of magnet material, and

continuous, burstable holding means defined between the bottom of said die-cut and said bottom surface of said patch of magnet material for holding said die-cut card area in said paper sheet.

25. *(canceled)*

26. *(previously presented)* A carrier sheet as claimed in claim 24 wherein said die-cut has an ornamental shape.

27. *(previously presented)* A carrier sheet as claimed in claim 24 wherein said front face of said carrier sheet is printable using a laser printer.

28. *(canceled)*

29. *(previously presented)* A carrier sheet as claimed in claim 24 wherein said die-cut card is a promotional magnet card.

30. *(previously presented)* A carrier sheet as claimed in claim 24 wherein on said rear face of said paper sheet, one of said panels contains an outer printable address panel, and wherein said inner face contains an inner message form containing said die-cut card.

31. *(previously presented)* The carrier sheet as claimed in claim 1, wherein said continuous, burstable holding means holds said die-cut card area in said paper sheet without holding tabs.

32. *(previously presented)* The carrier sheet as claimed in claim 16, wherein said continuous, burstable holding means holds said die-cut card area in said paper sheet without holding tabs.

33. *(previously presented)* The carrier sheet as claimed in claim 24, wherein said continuous, burstable holding means holds said die-cut card area in said paper sheet without holding tabs.

34-36. *(canceled)*